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FACT SHEET

JANUARY 12, 2017

Social Media Fact Sheet

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Social media use over time

Who uses social media

Which social media platforms are most popular

Who uses each social media platform

How often Americans use social media sites

Find out more

Seven-in-ten Americans use social media to connect with one another, engage with news content, share and entertain themselves. Explore the patterns and trends shaping the social media landscape over the years.



Social media use over time

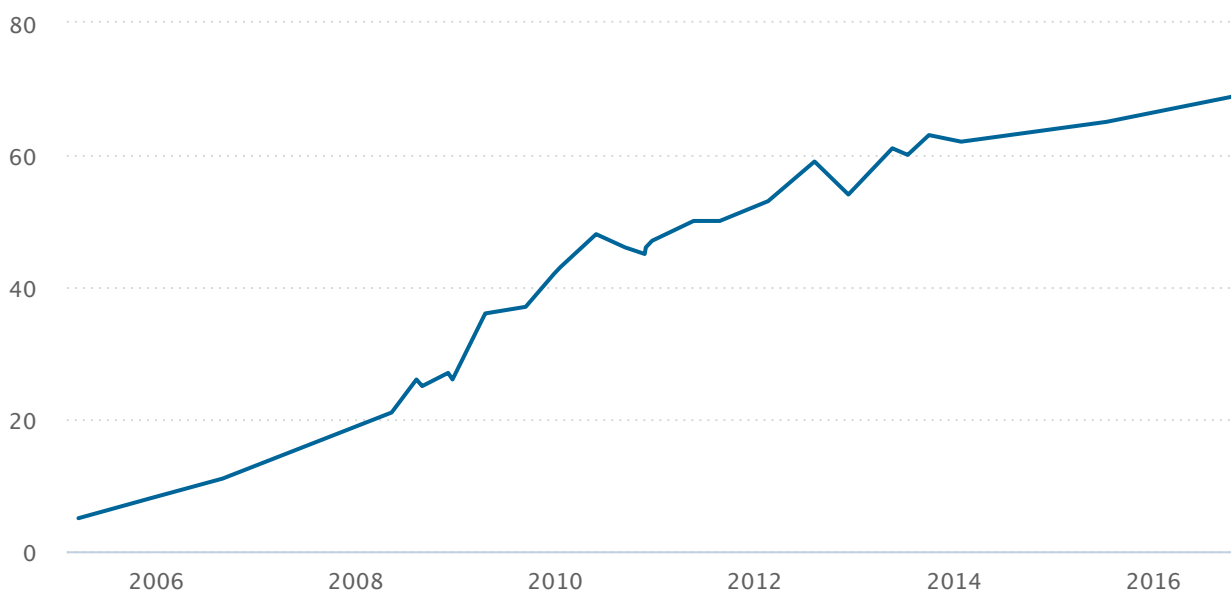
The Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 69% of the public uses some type of social media.

Chart

Data

Share

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% of U.S. adults who use at least one social media site

Source: Surveys conducted 2005-2016.

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Who uses social media

As more Americans have adopted social media, the social media user base has also grown more representative of the broader population. Young adults were among the earliest social media adopters and continue to use these sites at high levels, but usage by older adults has increased in recent years.

Age

Race

Gender

Income

Education

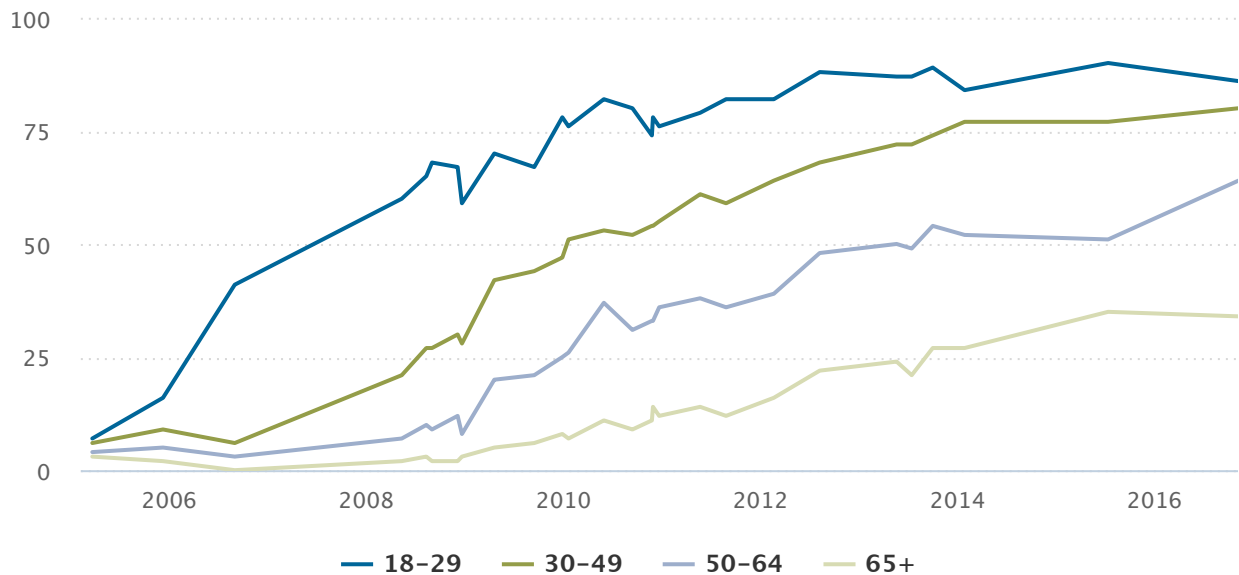
Community

Chart

Data

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% of U.S. adults who use at least one social media site, by age

Source: Surveys conducted 2005-2016.

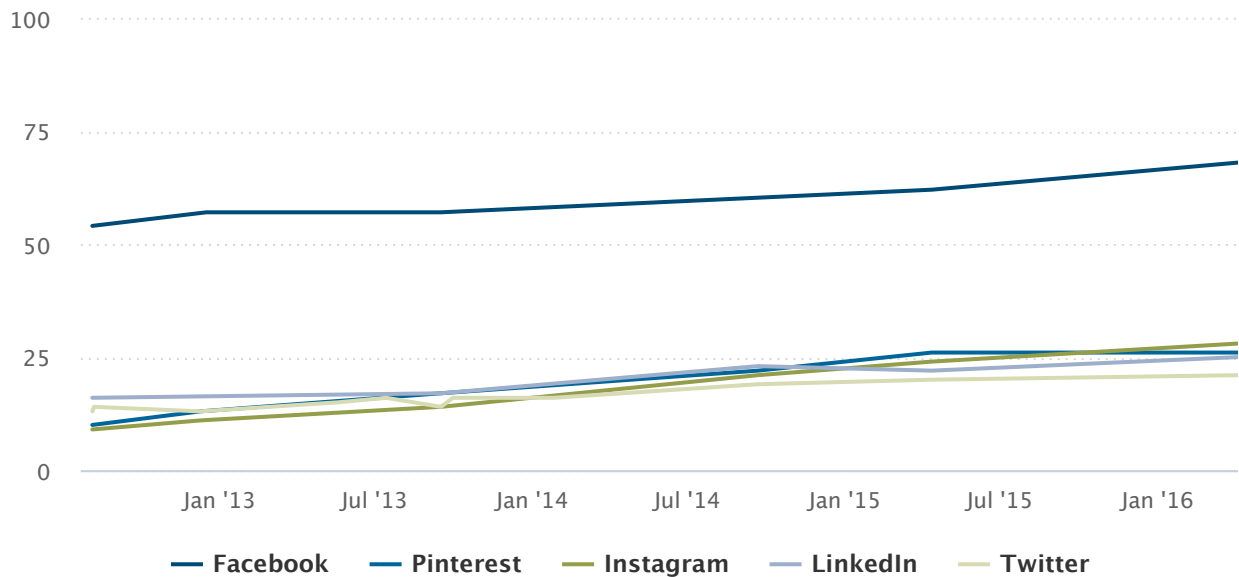
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Which social media platforms are most popular

Facebook is the most-widely used of the major social media platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.

[Chart](#)[Data](#)[Share](#)[Embed](#)

% of U.S. adults who use ...

Source: Surveys conducted 2012-2016.

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Who uses each social media platform

Usage of the major social media platforms varies by factors such as age, gender and educational attainment.

% of U.S. adults who use each social media platform

	Facebook	Instagram	Pinterest	LinkedIn	Twitter
Total	68%	28%	26%	25%	21%
Men	67%	23%	15%	28%	21%
Women	69%	32%	38%	23%	21%
Ages 18-29	88%	59%	36%	34%	36%
30-49	79%	31%	32%	31%	22%

	Facebook	Instagram	Pinterest	LinkedIn	Twitter
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%
High school or less	56%	19%	18%	9%	14%
Some college	77%	35%	31%	25%	24%
College graduate	77%	32%	33%	49%	28%
Less than \$30,000	65%	29%	23%	16%	18%
\$30,000-\$49,999	68%	27%	27%	11%	16%
\$50,000-\$74,999	70%	30%	29%	30%	26%
\$75,000+	76%	30%	34%	45%	30%
Urban	70%	34%	26%	29%	22%
Suburban	68%	24%	29%	26%	21%
Rural	65%	25%	20%	15%	19%

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

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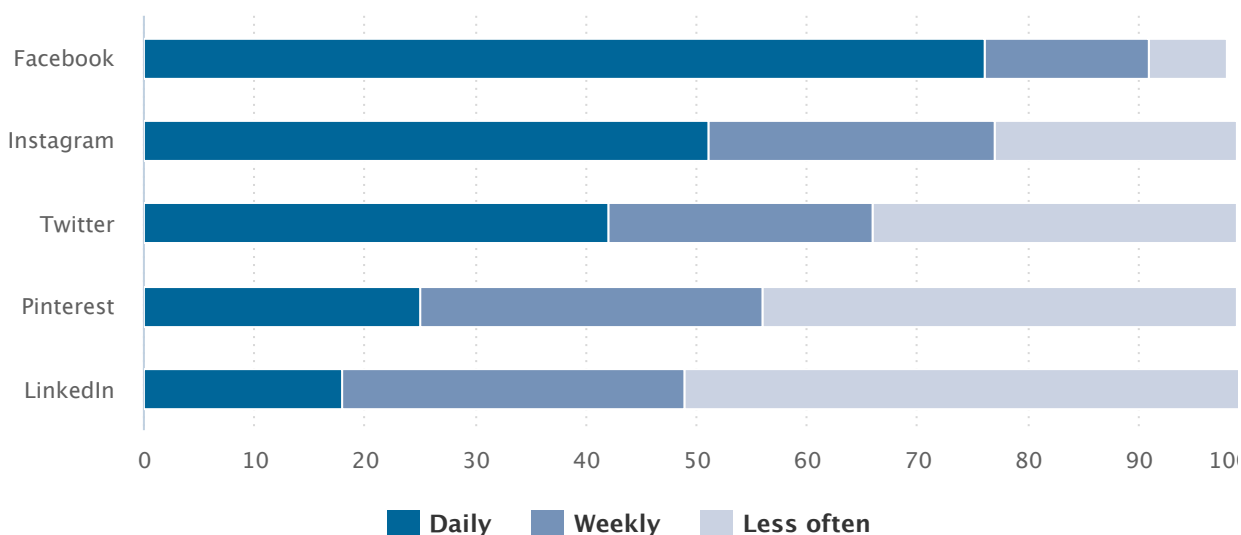


How often Americans use social media sites

For many users, social media is part of their daily routine. Roughly three-quarters of Facebook users – and around half of Instagram users – visit these sites at least once a day.

Chart	Data	Share	Embed
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Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted March 7-April 4, 2016.

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Find out more

Follow these links for more in-depth analysis of the impact of social media on American life.

[Social Media Update 2016](#) Nov. 11, 2016

[The Political Environment on Social Media](#) Oct. 25, 2016

[Social Media Usage: 2005-2015](#) Oct. 8, 2015

[All reports and blog posts related to social media](#)